

A STUDY ON A CUSTOMER SATISFACTION IN YOGESHWARAN AGENCIES CHENNAI

K. KRISHNAMURTHY¹ & G. PURUSHOTHAMAN²

¹Research Supervisor & Guide, Department of Commerce, Rajeswari Vedachalam Government Arts College,
Chengalpattu, Tamil Nadu, India

²Research Scholar, Thiruvalluvar University, Serkkadu, Vellore, Tamil Nadu, India

ABSTRACT

Customer satisfaction is related to the human activity directed at satisfying human wants through the exchange of products and services. Satisfying the customers occupies a most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organization is to satisfy customers by meet directly their needs and wants. The essence of organization is the customer and not the product shall be the heart of the entire business system. It emphasizes on customer oriented business. Policies and programs, which are formulated to serve efficiently the customer demand. "Satisfaction of a customer is so basic that it cannot be considered as a separate function. It is the way whole business seen from the point of view of its final results i.e., from the customer's point of view". A consumer is the king and has the right to choose from a large variety of offering. He is the main person around which all business evolves. Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. Thus, business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull.

KEYWORDS: Customer Satisfaction is Related to the Human Activity